

PATRICIA A. PESHKA
PURCHASING AGENT



SCOTT AVEDISIAN
MAYOR

CITY OF WARWICK
PURCHASING DIVISION
3275 POST ROAD
WARWICK, RHODE ISLAND 02886
TEL (401) 738-2000 EXT. 6240
FAX (401) 737-2364

The following notice is to appear on the City of Warwick's website Monday, November 9, 2015. The website address is <http://www.warwickri.gov/purchasing-division/pages/request-proposals-and-invitations-bid>.

CITY OF WARWICK
BIDS REQUESTED FOR

Bid #2016-193 Advertising & Design Services

Specifications are available in the Purchasing Division, Warwick City Hall, Monday through Friday, 8:30 AM until 4:30 PM on or after Monday, November 9, 2015. Please note that our offices will be closed on Wednesday, November 11, 2015.

Sealed bids will be received by the Purchasing Division, Warwick City Hall, 3275 Post Road, Warwick, Rhode Island 02886 up until 10:00 AM, Thursday, November 19, 2015. The bids will be opened publicly commencing 10:00 AM, on the same day in the Lower Level Conference Room, Warwick City Hall.

Awards shall be made on the basis of the lowest evaluated or responsive bid price. Please note that no bids can be accepted via email or fax.

Individuals requesting interpreter services for the hearing impaired must notify the Purchasing Division at 401-738-2000, extension 6241 at least 48 hours in advance of the bid opening date.

Original Signature on File

Patricia A. Peshka
Purchasing Agent

CERTIFICATION & WARRANT FORM*

**This form must be completed and submitted with sealed bid.
Failure to do so will result in automatic rejection.**

Any and all bids shall contain a certification and warrant that they comply with all relevant and pertinent statutes, laws, ordinances and regulations, in particular, but not limited to Chapter 16- Conflicts of Interest, of the Code of Ordinances of the City of Warwick. Any proven violation of this warranty and representation by a bidder at the time of the bid or during the course of the contract, included, but not limited to negligent acts, either directly or indirectly through agents and/or sub-contractors, shall render the bidder's contract terminated and the bidder shall be required to reimburse the City for any and all costs incurred by the City, including reasonable attorney fees, to prosecute and/or enforce this provision.

Signature

Date

Company Name

Address

Address

***This form cannot be altered**

PLEASE INCLUDE THIS PAGE WITH YOUR BID

Acknowledgement of Addendum (if applicable)

Addendum Number

Signature of Bidder

COMPANY NAME: _____

COMPANY ADDRESS: _____

BIDDER'S SIGNATURE: _____

BIDDER'S NAME (PRINT): _____

TITLE: _____ TEL. NO.: _____

EMAIL ADDRESS: _____*

*Please include your email address. Future bids will be emailed, unless otherwise noted.

II. AWARD AND CONTRACT:

The CITY OF WARWICK, acting as duly authorized through its Purchasing Agent/Finance Director/Mayor (delete if inapplicable), accepts the above bid and hereby enters into a contract with the above party to pay the bid price upon completion of the project or receipt of the goods unless another payment schedule is contained in the specifications. All terms of the specifications, both substantive and procedural, are made terms of this contract.

DATE: _____

BID #2016-193

PURCHASING AGENT

CITY OF WARWICK

NOTICE TO BIDDERS

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If you received this document from our homepage or from a source other than the City of Warwick Purchasing Division, please check with our office prior to submitting your bid to ensure that you have a complete package. The Purchasing Division cannot be responsible to provide addenda if we do not have you on record as a plan holder.

The opening of bids shall be in the order established by the posted agenda and the agenda shall continue uninterrupted until completion.

Once an item has been reached and any bids on that item has been opened, no other bids on that item will be accepted and any such bid shall be deemed late.

The contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap for any position for which the employee or applicant is qualified and that in the event of noncompliance the City may declare the contractor in breach and take any necessary legal recourse including termination or cancellation of the contract.

A bidder filing a bid thereby certifies that no officer, agent, or employee of the City has a pecuniary interest in the bid or has participated in contract negotiations on the part of the City, that the bid is made in good faith without fraud, collusion, or connection of any kind with any other bidder for the same call for bids, and that the bidder is competing solely in his own behalf without connection with, or obligation to, any undisclosed person or firm.

All bids should be submitted with one (1) original copy and three (3) copies. The exterior of the envelope shall be plainly marked to include: *YOUR COMPANY NAME* and "Bid #2016-193 Advertising & Design Services." Bids received prior to the time of the opening will be securely kept, unopened. No responsibility will be attached to an officer or person for the premature opening of a bid not properly addressed and identified. No bids shall be accepted via facsimile or email.

Should you have any questions, please contact Karen Jedson, Director, Department of Tourism Culture & Development, 3275 Post Rd., Warwick, RI, at 401-738-2000, extension 6402.

All bids should be written in ink or typed. If there is a correction with whiteout, the bidder must initial the change.

Negligence on the part of the bidder in preparing the bid confers no rights for the withdrawal of the bid after it is opened.

Any deviation from the specifications must be noted in writing and attached as part of the bid. The bidder shall indicate the item or part with the deviation and indicate how the bid will deviate from specifications.

The successful bidder must provide the City of Warwick with an original certificate of insurance for Professional Liability in a minimum amount of \$1 million, naming the City of Warwick as the additional insured and so stated on the certificate with the bid name and bid number. It is the vendor's responsibility to provide the City of Warwick with an updated Certificate of Insurance upon expiration of the original certificate.

Per Section 56-5(f), Post-Bid Award Requirement. When a bid is awarded to a corporation, limited liability company or other legal entity, prior to commencing work under the awarded bid, that corporation, company or legal entity shall provide to the Purchasing Agent a Certificate of Good Standing dated no more than thirty (30) days prior to the date upon which the bid award was made.

The successful bidder will provide said Certificate of Insurance and Certificate of Good Standing within ten (10) calendar days after notification of award or the City reserves the right to rescind said award.

The certificates may be mailed to City of Warwick, Purchasing Division, 3275 Post Rd., Warwick, RI 02886 or emailed to bids@warwickri.com.

Prices to be held firm for a 2-year period from date of award. Term contracts may be extended for one additional year, same terms conditions, renewal option, upon mutual agreement unless otherwise stated.

There will be no additional charges to the City if there are any omissions or errors that are the fault of the printer.

The contractor must carry sufficient liability insurance and agree to indemnify the city against all claims of any nature, which might arise as a result of his operations or conduct of work.

The IRS Form W-9 attached should be completed and submitted with the bid if the bidder falls under IRS requirements to file this form.

The City is exempt from the payment of the Rhode Island Sales Tax under the 1956 General Laws of the State of Rhode Island, 44-18-30, Paragraph I, as amended.

The successful bidder must comply with all Rhode Island Laws, applicable to public works projects, including, but not limited to provisions of Chapter 13 of Title 37 of the Rhode Island

General Laws, pertaining to prevailing wage rates, and all other applicable local, state and federal laws.

The Purchasing Agent reserves the right to reject any and all bids, to waive any minor deviations or informalities in the bids received, and to accept the bid deemed most favorable to the interest of the City.

The City reserves the right to terminate the contract or any part of the contract in the best interests of the City, upon 30-day notice to the contractor. The City shall incur no liability for materials or services not yet ordered if it terminates in the best interests of the City. If the City terminates in the interests of the City after an order for materials or services have been placed, the contractor shall be entitled to compensation upon submission of invoices and proper proof of claim, in that proportion which its services and products were satisfactorily rendered or provided, as well as expenses necessarily incurred in the performance of work up to time of termination.

No extra charges for delivery, handling or other services will be honored. All claims for damage in transit shall be the responsibility of the successful bidder. Deliveries must be made during normal working hours unless otherwise agreed upon.

All costs directly or indirectly related to the preparation of a response to this solicitation, or any presentation or communication to supplement and/or clarify any response to this

Solicitation, which may be required or requested by the City of Warwick shall be the sole responsibility of and shall be borne by the respondent.

If the respondent is awarded a contract in accordance with this solicitation and the respondents bid or response and if the respondent fails or refuses to satisfy fully all of the respondents obligations thereunder, the City of Warwick shall be entitled to recover from the respondent any losses, damages or costs incurred by the City as a result of such failure or refusal.

The City reserves the right to award in part or full and to increase or decrease quantities in the best interest of the City.

Any quantity reference in the bid specifications are estimates only, and do not represent a commitment on the part of the City of Warwick to any level of billing activity. It is understood and agreed that the agreement shall cover the actual quantities ordered during the contract period.

The City reserves the right to rescind award for non-compliance to bid specifications.

The successful bidder must adhere to all City, State and Federal Laws, where applicable.

City of Warwick

Request for Proposals Advertising & Design Services

The Department of Tourism, Culture and Development is currently requesting proposals from qualified, professional Advertising and/or Design firms to assist with the development and design of advertising and promotional materials to market the City of Warwick to potential tourists and businesses.

The term of Advertising & Design Services contract shall be for a period of (2) years from the date of award (two-year contract, with a one-year, same terms and conditions, renewal option).

Proposal/Submission Requirements:

The following items **should** be submitted in order to complete the bid requirements and be considered for the contract:

Hourly fee structure for the following services:

- | | |
|--|----------|
| 1. Concept Development | \$ _____ |
| 2. Research | \$ _____ |
| 3. Writing | \$ _____ |
| 4. Design | \$ _____ |
| 5. Photography | \$ _____ |
| 6. Video production | \$ _____ |
| 7. Web Design & Coordination | \$ _____ |
| 8. Illustration/Map Making | \$ _____ |
| 9. Social Media Supervision | \$ _____ |
| 10. Layout/Mechanical | \$ _____ |
| 11. Print Supervision | \$ _____ |
| 12. Overall Project Management | \$ _____ |
| 13. Attendance at meetings and/or events | \$ _____ |
| 14. Agency Fee | _____ % |
| 15. <i>Include any other fees that might be imposed:</i> | _____ |

Background:

The Department of Tourism, Culture and Development is charged with promoting the City of Warwick to both visitors and potential businesses through the use of advertising and marketing strategies aimed at multiple target audiences for use in the various media outlets, public relations opportunities and internet sources available in today's market. In order to leverage the existing capabilities through the City of Warwick, the department seeks to contract with an advertising and design agency-experienced in creating visuals that will be used in ad placements, on the website, in web based ads, in videos and as banners. Additionally, the advertising and design firm will create and design promotional pieces when requested that will be used as fulfillment at various events, visitor's centers and hospitality sites. As well, literature creation will be used for direct mail and email fulfillment. The department is looking for the skill and expertise to support and compliment current efforts. The scope of services to be provided, but not limited to, under this contract includes:

- Strategic integration of marketing, advertising, social media and public relations
- Creative development and art direction
- Professional writing skills
- Comprehensive understanding and formatting of creative materials
- Understanding of marketing trends specific to destination marketing
- Advertising design and production
- Market research
- Trending advertising opportunities on social, mobile and internet modules

Firm/Agency Qualifications:

1. Provide examples of past successful *destination promotion* projects that your company has completed.
2. Submit a list of current or recent clients and indicate what services were provided.
3. Submit a profile of the company and provide the resumes of those employees to be assigned to the City's account.
4. Provide an example "vision" for both Economic Development and Tourism/Cultural promotion for the City of Warwick.
5. Include a listing of contractors/sub-contractors typically used by the firm/agency on various projects. The City of Warwick at any time during the terms of the contract may request that

resumes of any/all sub-contractors be submitted and that receipts for work performed by subcontractors be attached.

6. Submit a list of current clients – include a brief description of the top three (3) clients.
7. Provide the names & phone numbers of three (3) current/previous clients to be used as references.
8. Submit any samples of previous comparable work that may aid the city to envision the type, quality and content of work performed by your company. Please provide explanation, purpose and results where appropriate.

Additional Proposal Requirements:

1. Confirm that your firm has in-house creative services for Advertising/Design.
2. Submit assurances of the firm/agency's ability to produce requested work in a timely manner to the satisfaction of the Department of Tourism, Culture and Development.
3. Document your firm's Affirmative Action and Minority Status.
4. The firm/agency shall be responsible for correcting any and all errors, omissions, and inconsistencies in all produced materials, at no cost, to the satisfaction of the Department of Tourism, Culture and Development.

Basis for Selection:

The following considerations will be used in selecting the firm/agency for the project:

- Quality of experience in destination promotion work;
- Level of creativity in destination promotion;
- Examples of strategic approach to marketing destinations;
- Fees proposed by the firm/agency for design and implementation services;
- Record of the firm's/agency's principles and sub-contractors in accomplishing work satisfactorily on other projects and in the required time;
- The professional background, experience and expertise of the principles of the firm/agency and any sub-contractors;
- The ability, capacity and skill of the proposing firm/agency to perform the contract or provide the service required;
- The character, integrity, reputation, judgment, experience and efficiency of the proposing firm/agency;
- The quality/performance of previous contracts or services;

- The sufficiency of financial resources and ability of the proposing firm/agency to perform the contract or provide the service quoted;

Selection Criteria Scoring:

| | |
|---------------------------------------|------------------|
| Quality of previous destination work: | 20 Points |
| Quality and creativity of proposal: | 10 Points |
| Experience of firm/agency | 20 Points |
| Overall strategy and vision: | 20 Points |
| Recommendations: | 10 Points |
| Cost (Fee Schedule): | <u>20 Points</u> |

Total: 100 Points

Additional Information for Successful Bidder:

- The successful bidder shall agree to include Warwick based companies/firms whenever soliciting prices from sub-contractors and award contracts to Warwick based companies/firms when pricing is competitive.
- When using sub-contractors, copies of original bills must be attached to invoices.
- The successful bidder shall be responsible to ensure the best possible pricing and quality is obtained from all sub-contractors by obtaining a minimum of three (3) quotes for any project.
- The firm/agency is required to submit at least three initial (3) conceptual designs for each commissioned project. This process will be repeated until the project fulfills requirements to the satisfaction of the Department of Tourism, Culture and Development.
- At the discretion of the Department of Tourism, Culture and Development, this contract may be cancelled at any time if the services and work quality are deemed, by said Department, to be unsatisfactory.
- Questions regarding the information contained within this RFP should be directed to Karen Jedson, Director, Department of Tourism, Culture and Development,

(401) 738-2000, X6402, or Karen.jedson@warwickri.com.

Award should be effective upon approval by Warwick City Council and upon all necessary documents being provided.

CITY OF WARWICK

BID AND CONTRACT FORM

TITLE OF SPECIFICATION: Bid #2016-193 Advertising & Design Services

I. BID:

WHEREAS, the CITY OF WARWICK has duly asked for bids for performance of services and/or supply of goods in accordance with the above-indicated specifications.

The person or entity below does irrevocably offer to perform the services and/or furnish the goods in accordance with the specifications, which are hereby incorporated by reference in exchange for the bid price below;

This offer shall remain open and irrevocable until the CITY OF WARWICK has accepted this bid or another bid on the specifications or abandoned the project.

The bidder agrees that acceptance below by the CITY OF WARWICK shall transform the bid into a contract. This bid and contract shall be secured by Bonds, if required by the specifications.

Pricing as Submitted